

To: . Mr. J. E. Wickham ✓ Date: June 13, 1978

From: . E. L. Watts

Subject: . Comparison of Market Survey #21 Data of TITL vs. FTC vs.
Philip Morris

	<u>Tar, mg/cigt.</u>	<u>Nicotine, mg/cigt.</u>
TITL	15.2	1.04
FTC	15.2	1.02
Philip Morris	15.4	1.06

The average tar deliveries from each Market Survey since #15 are listed in Table II. A significant decrease in the average tar delivery was observed beginning with Market Survey #19 and has steadily decreased since that point due to modifications in cigarette brands and the introduction of new lower delivery products. The brands deleted from and added to Market Survey #21 are listed in Tables III and IV, respectively. All brands added to Survey #21 were in the low delivery category; whereas, the majority of the brands deleted from the survey were in the "16 mg tar or more" category.

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TABLE I

DIFFERENCES IN TAR AND NICOTINE DELIVERIES
IN INCREMENTS OF 5 MG OF TAR DELIVERY

<u>Tar Range</u>	<u>N</u>	<u>Tar Delivery</u>		<u>Nicotine Delivery</u>	
		<u>ΔTITL (TITL-P.M.)</u>	<u>ΔFTC (FTC-P.M.)</u>	<u>ΔTITL (TITL-P.M.)</u>	<u>ΔFTC (FTC-P.M.)</u>
0 - 5 mg	12	-0.31	-0.54	-0.06	-0.09
6 - 10 mg	22	-0.24	-0.25	-0.08	-0.08
11 - 15 mg	33	-0.22	-0.31	-0.05	-0.07
16 - 20 mg	70	-0.37	-0.23	-0.02	-0.03
21 - 25 mg	15	+0.19	-0.17	+0.06	0.00
26 - 30 mg	8	+0.41	-0.23	+0.10	+0.04
31 - 35 mg	1	+3.70	+4.00	+0.44	+0.36
OVERALL	161	-0.20	-0.24	-0.02	-0.04
0 - 15 mg	67	-0.24	-0.33	-0.06	-0.08
16 - 20 mg	70	-0.37	-0.23	-0.02	-0.03
21 - 35 mg	24	+0.41	-0.02	+0.09	+0.03

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TABLE II

AVERAGE TAR DELIVERIES FOR ALL BRANDS TESTED

<u>MARKET SURVEY</u>	<u>TITL</u>	<u>FTC</u>	<u>P.M.</u>
16	17.2	17.4	17.1
17	17.5	17.5	17.2
18	17.6	17.6	17.3
19	17.2	17.1	16.9
20	16.0	16.0	16.3
21	15.2	15.2	15.4

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TABLE III

BRANDS INCLUDED IN MARKET SURVEY #20 BUT DELETED
FROM MARKET SURVEY #21

1. American Longs 120	10. Seventy Menthol 70
2. American Longs Menthol 120	11. Vanguard 85
3. Domino 85 (Non-Filter)	12. Vanguard Menthol 85
4. Domino 85	13. Vello 85
5. Eagles 85	14. Vello Menthol 85
6. Eagles Menthol 85	15. Carlton 70
7. Hallmark 100	16. Camel 80
8. Hallmark Menthol 100	17. Lucky Strike 85
9. Seventy 70	18. Pall Mall Extra Mild 80

TABLE IV

BRANDS ADDED TO MARKET SURVEY #21

1. Carlton 100's	9. Merit 100
2. Decade 85	10. Merit Menthol 100
3. Decade Menthol 85	11. Newport Lights 85
4. Kent Golden Lights 100	12. Real 85
5. Kent Golden Lights Menthol 100	13. Real Menthol 85
6. Kent 85 (w̄ Micronite II Filter)	14. Vantage 100
7. Kent 100 (w̄ Micronite II Filter)	15. Winston Light 100
8. L & M Long Lights 100	

GRAPH I

TAR DELIVERY: TITL VS. P.M.

MARKET SURVEY #21

TAR, MG/CIGT.

TITL

0.00 4.00 8.00 12.00 16.00 20.00 24.00 28.00 32.00

THE INTERCEPT APPROXIMATES THE DIFFERENCE BETWEEN THE TWO LABS.

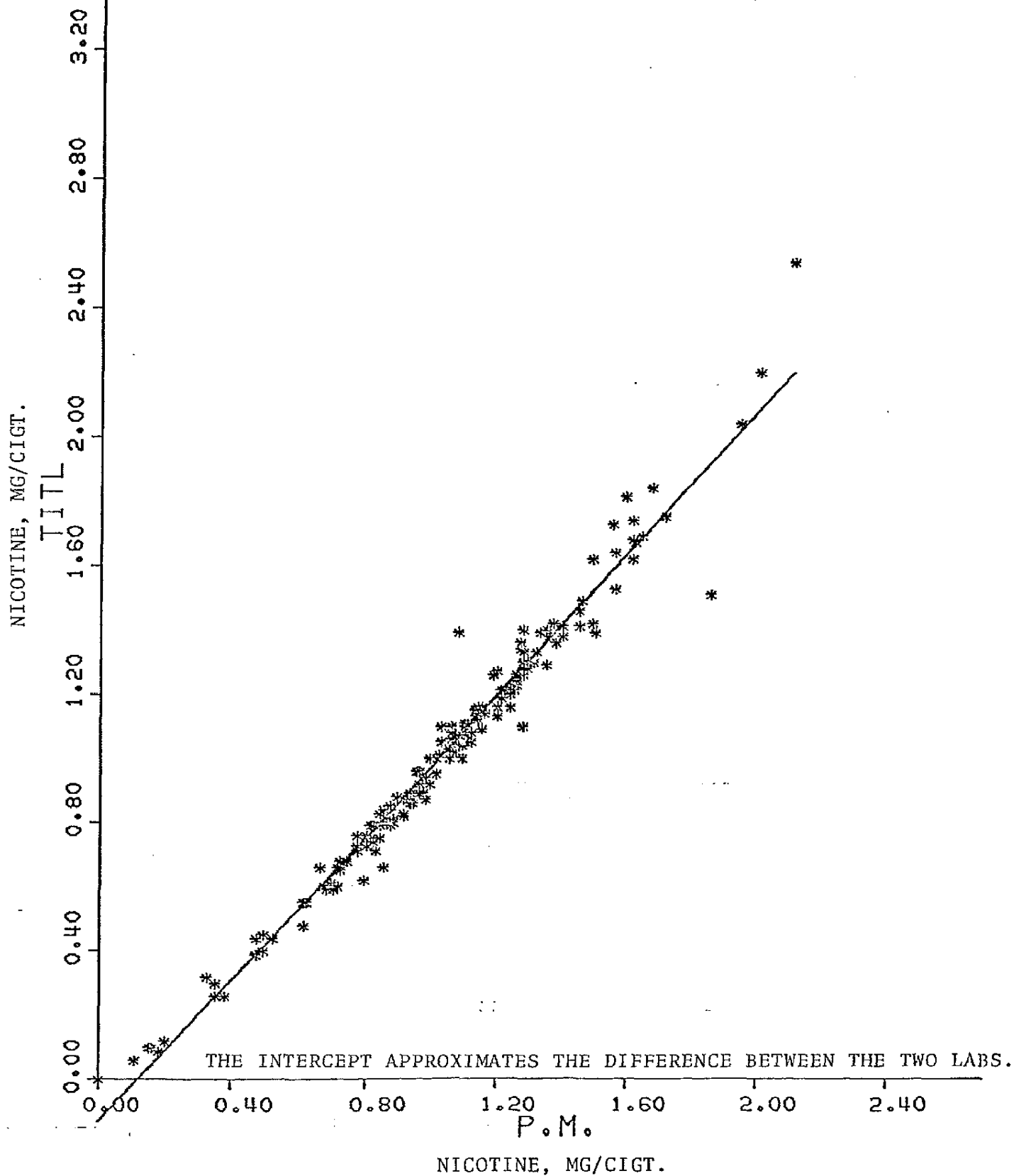
P.M.

TAR, MG/CIGT.

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NICOTINE DELIVERY: TITL VS. P.M

MARKET SURVEY #21

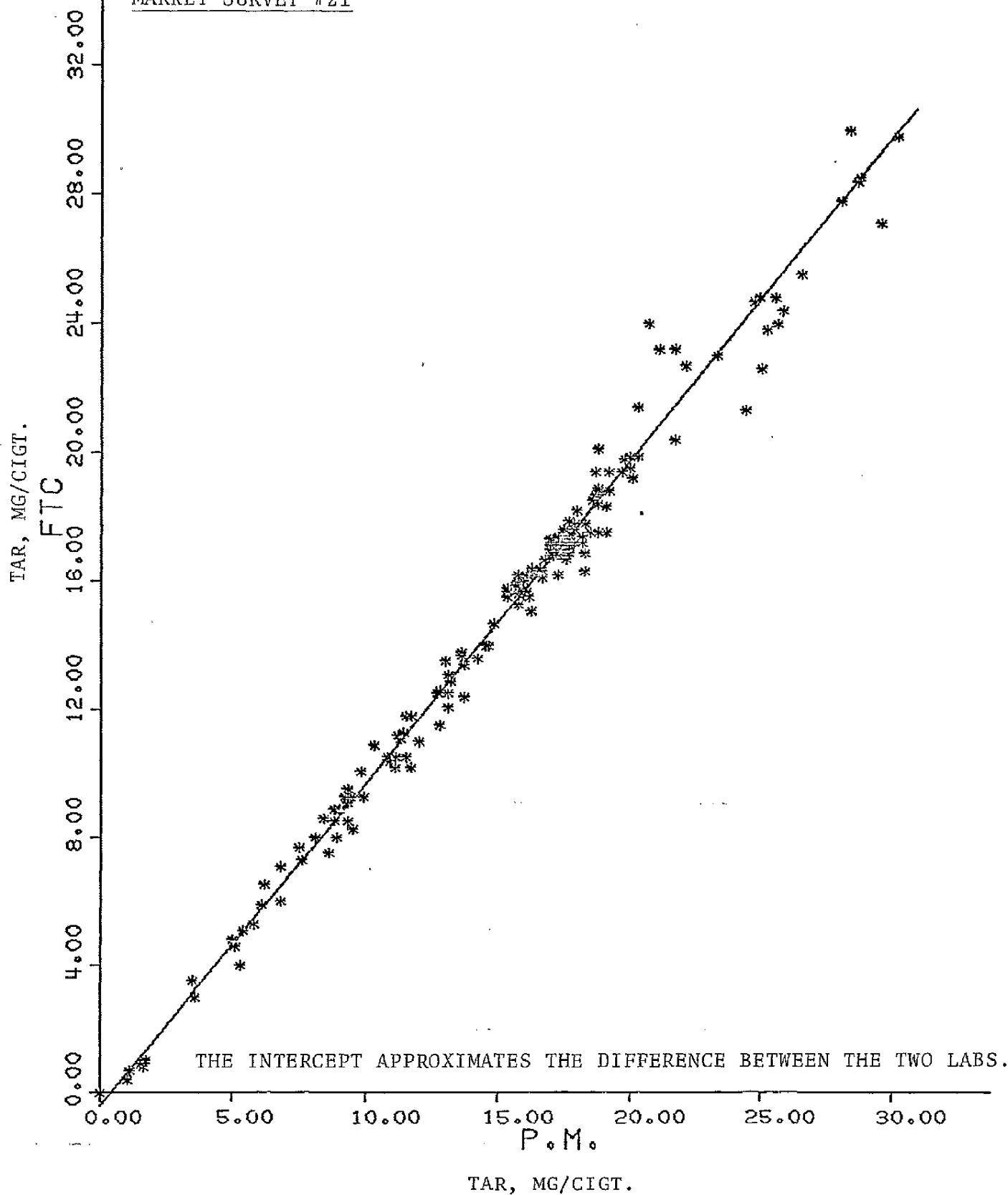


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GRAPH III

TAR DELIVERY: FTC VS. P.M.

MARKET SURVEY #21

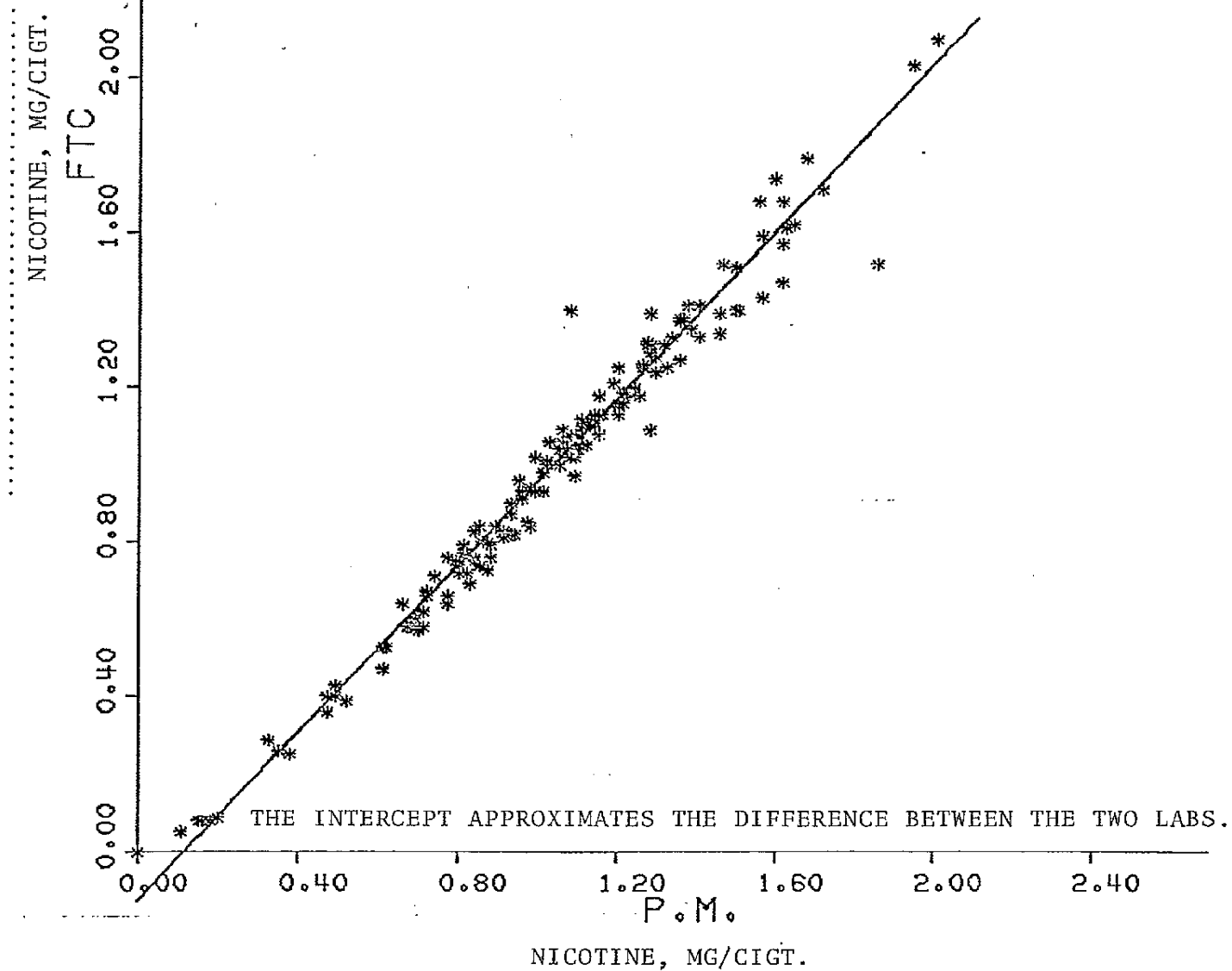


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GRAPH IV

NICOTINE DELIVERY: FTC VS. P.M.

MARKET SURVEY #21



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GRAPH V

TAR DELIVERY: FTC VS. TITL

MARKET SURVEY #21

TAR, MG/CIGT.

FTC

0.00 4.00 8.00 12.00 16.00 20.00 24.00 28.00 32.00

0.00

5.00

10.00

15.00

TITL

TAR, MG/CIGT.

20.00

25.00

30.00

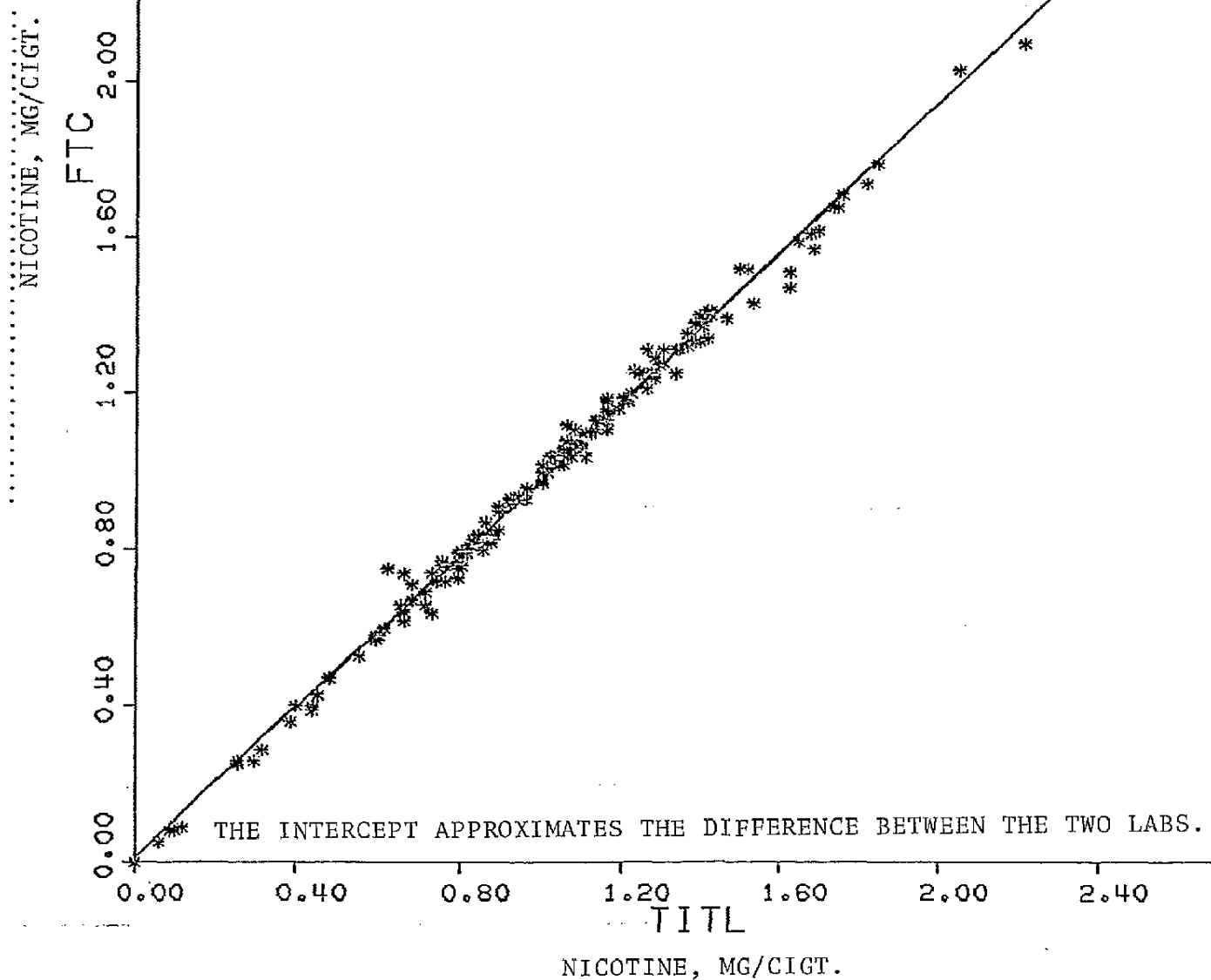
THE INTERCEPT APPROXIMATES THE DIFFERENCE BETWEEN THE TWO LABS.

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GRAPH VI

NICOTINE DELIVERY: FTC VS. TITL

MARKET SURVEY #21



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